

Amendments to the Specification:

Please amend the paragraph appearing at page 2, lines 7-11 as follows:

C1 Accordingly, a need exists for a system that provides service and product offers that are tailored either to some aspect of the customer's journey or tailored even to the individual customer. At the minimum, this enhances the traveler's sales experience with the vendor, and in the best case, the customer's entire trip is enhanced by the tailored ~~letters~~ offers that were provided at the time of sale.